

**IN THE CLAIMS**

1. (currently amended) A managing apparatus for managing data necessary for delivering a digital content, comprising:

reserving means for reserving a delivery resource for the content;

means for selecting a method from among two delivery methods for delivering the content;

assigning means for adjusting a bandwidth and a transmission time necessary for delivering the content and for assigning the bandwidth and the transmission time to the reserved delivery resource;

storing means for storing the bandwidth and the transmission time to the reserved delivery resource; and

transmitting means for transmitting an information of the content and the reserved delivery resource information that includes the bandwidth and the transmission time,

wherein a plurality of content providers can request a reservation via a network,

wherein a reservation state can be browsed by each content provider,

wherein reserved content in the browsed reservation state is displayable in different methods of a display corresponding to each said content provider,

wherein a delivery resource is assigned corresponding to a convenience of a content provider, and

wherein the transmission time includes information indicative of a start time and an end time for delivering the content.

2. (currently amended) A managing apparatus for managing data necessary for delivering a digital content, comprising:

content list displaying means for displaying a list of contents that can be delivered;

reservation state displaying means for displaying a reservation state of a delivery resource;

content selecting means for selecting a content from said displayed list of contents;

operating means for assigning a delivery resource for delivering the selected content as an area on the reservation state displaying means by drag and drop operation from the list of contents to the reservation state of a delivery resource;

means for selecting a method from among two delivery methods for delivering the selected content; and

assignment means for calculating a bandwidth and a transmission time necessary for delivering the selected content by shaping the area,

wherein a plurality of content providers can request a reservation via a network,

wherein a reservation state can be browsed by each content provider,

wherein reserved content in the browsed reservation state is displayable in different methods of a display corresponding to each said content provider,

wherein a delivery resource is assigned corresponding to a convenience of a content provider,

wherein the transmission time includes information indicative of a start time and an end time for delivering the content, and

wherein the assignment means includes means for enabling the transmission time to be adjusted.

3. (previously presented) The managing apparatus as set forth in claim 1 or 2, further comprising:

transmitting means for transmitting the content using the assigned bandwidth and transmission time.

4-5 (canceled)

6. (original) The managing apparatus as set forth in claim 1 or 2, further comprising:

converting means for converting the format of each content corresponding to a reserved delivery resource.

7. (previously presented) The managing apparatus as set forth in claim 1 or 2,

wherein a transmission resource is reserved for each content, the transmission resource being composed of a limited transmission band and transmission time, and

wherein each content is transmitted corresponding to the reserved transmission resource information.

8. (previously presented) The managing apparatus as set forth in claim 1 or 2,

wherein a delivery resource is assigned in such a manner that a plurality of transmission paths is selected.

9. (canceled)

10. (canceled)

11. (original) The managing apparatus as set forth in claim 1 or 2,

wherein a delivery resource can be reserved from one or more distributed environments.

12. (currently amended) A managing method for managing data necessary for delivering a digital content, comprising the steps of:

reserving a delivery resource for the content;

selecting a method from among two delivery methods for delivering the content;

adjusting a bandwidth and a transmission time necessary for delivering the content and assigning the bandwidth and the transmission time to the reserved delivery resource;

storing the bandwidth and the transmission time to the reserved delivery resource; and

transmitting an information of the content and the reserved delivery resource information that includes the bandwidth and the transmission time,

wherein a plurality of content providers can request a reservation via a network,

wherein a reservation state can be browsed by each content provider,

wherein reserved content in the browsed reservation state is displayable in different methods of a display corresponding to each said content provider,

wherein a delivery resource is assigned corresponding to a convenience of a content provider, and

wherein the transmission time includes information indicative of a start time and an end time for delivering the content.

13. (currently amended) A managing method for managing data necessary for delivering a digital content, comprising the steps of:

displaying a list of contents that can be delivered;

displaying a reservation state of a delivery resource;

selecting a content from said displayed list of contents;

assigning the delivery resource for delivering the selected content as an area on the reservation state displaying means by drag and drop operation from the list of contents to the reservation state of a delivery resource;

selecting a method from among two delivery methods for delivering the selected content; and

calculating a bandwidth and a transmission time necessary for delivery the selected content by shaping the area,

wherein a plurality of content providers can request a reservation via a network,

wherein a reservation state can be browsed by each content provider,

wherein reserved content in the browsed reservation state is displayable in different methods of a display corresponding to each said content provider,

wherein a delivery resource is assigned corresponding to a convenience of a content provider, and

wherein the transmission time includes information indicative of a start time and an end time for delivering the content, and

wherein the calculating step includes enabling the transmission time to be adjusted.